

From: [South Park Business Improvement District](#)
To: [Kent Smith](#)
Subject: South Park Neighborhood News Update
Date: Thursday, July 09, 2015 9:04:48 AM

Your South Park Neighborhood Information Update! Keep reading for neighborhood updates on Family Day at L.A. Live, LADOT updates and the newest member of the South Park Team.



July 7, 2015

[Visit Our Website](#)

July 11 - Family Day Takeover at L.A. Live



Gather your friends and family and head down to L.A. Live for Family Day Takeover. Come check out The Minions movie for opening weekend at Regal Cinemas L.A. Live and enjoy the FREE family fun pre or post movie on July 11 from noon - 8pm!

[Check out the L.A. Live website for more information.](#)

Think the DASH routes could be improved in South Park?

LADOT Transit Services Bureau has begun a new Transit Service Analysis entitled "Moving Forward... Together" to improve service around the city. During this crucial analysis period, **we invite South Park stakeholders to send in recommendations on how to improve DASH service in South Park.**



The South Park BID is thrilled that LADOT is reevaluating their bus lines, and looks forward to bus services with the new growth of Downtown LA in mind. On behalf of South Park Stakeholders, the South Park BID sent Seleta Reynolds, General Manager of LADOT, [a letter with suggestions](#) on how to improve DASH service in South Park.

Our recommendations to improve service in South Park include:

Increasing Service Times

- Increase times of service in evenings past 6 PM
 - Prioritize Thursdays, Fridays and Saturdays
- Increase all lines to include weekends
- Increase bus reliability and frequency during non-rush hours
- Increase bus capacity and frequency during rush hours

Broadening Destinations & Access

- Increase east-west connectivity across Downtown LA, particularly on:
 - Olympic Blvd.
 - Pico Blvd.
 - 12th St.
- Take advantage of faster traffic on one-way streets, such as Grand Ave. and Flower St.
- Connect more locations throughout Downtown LA to the LA Convention Center and L.A. LIVE to serve tourism, and retain visitors in the Downtown area
- Focus on destination connectivity, bringing routes from South Park to the following places:
 - Music Center
 - Disney Concert Hall

- City Hall
- o Union Station
- o Arts District
- o Historic Core
- o 7th St. business corridor

Escalating Marketing & Connectivity

- Utilize existing localized organizations (BIDs, Neighborhood Councils, Council Districts, etc.) to convey basic information and keep locals informed
- Continue real-time bus information, and consider building into stops
- Continue physical stop updates, which make locations increasingly more clear
- Connect with community organizations on social media, and cross-promote businesses, organizations, and specials along routes

Participate in the crucial analysis by [submitting your suggestions here!](#)



Welcome Laura Hill to the South Park Team

The South Park BID is thrilled to welcome Laura Hill to the team as our new Communications and Policy Manager. Laura will be spearheading the branding, marketing, and stakeholder communication efforts of the South Park BID.

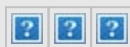
Laura previously served as the Deputy Director for the Jesse M. Unruh Institute of Politics at the University of Southern California where she managed political programming and student-body civic engagement. Her work at USC with various community partners in Downtown Los Angeles sparked her interest in local politics, policy and economic development. Laura's dream is to help make effective, positive change in the city of Los Angeles, and she is very excited to begin realizing that goal with the South Park BID.

Laura is originally from St. Louis, MO and has been a Los Angeles resident for over 4 years. She hopes to bring her Midwestern spirit to the hustle of Downtown LA.

The next time you stop by our office, be sure to say "Hi!" to the newest member of the team.

South Park Business Improvement District | 24/7 HOTLINE: 866-560-9346 | www.southpark.la

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